

1 **In the Claims**

2 Please cancel claim 72 without prejudice.

3 Please amend claims 1-6, 11-12, 14-16, 18-19, 23, 27, 30, 51-55, 62-63, 65,  
4 67-71, and 73-78 as shown herein.

5 Please add new claims 79-81 as shown herein.

6 Claims 1-71 and 73-81 are pending and are listed following:

7  
8 1. (currently amended) A system, comprising:

9 a destination device configured to request data;

10 a tracking device configured to:

11 receive the request for the data from the destination device and  
12 redirect the request;

13 receive tracking information from the destination device when the  
14 data is provided to the destination device;

15 maintain the tracking information in a database;

16 associate the tracking information with the destination device; and

17 a first server device configured to provide the data that includes the  
18 tracking information to a the destination device, the data including tracking  
19 information; the server device further configured to receive the redirected request  
20 for the data from the tracking device.

21 ~~a second device configured to receive the tracking information from the~~  
22 ~~destination device when the data is provided to the destination device; and~~

23 ~~a database configured to maintain the tracking information and associate~~  
24 ~~the tracking information with the destination device.~~  
25

1  
2           **2. (currently amended)**     A system as recited in claim 1, wherein  
3 the ~~first and second devices are the same~~ server device includes the tracking  
4 device.

5  
6           **3. (currently amended)**     A system as recited in claim 1, wherein  
7 the ~~database~~ tracking device is further configured to associate the tracking  
8 information with a user of the destination device.

9  
10          **4. (currently amended)**     A system as recited in claim 1, wherein  
11 the ~~second~~ tracking device receives the tracking information from the destination  
12 device after the data is rendered at the destination device.

13  
14          **5. (currently amended)**     A system as recited in claim 1, wherein  
15 the tracking information includes a designation of the ~~second~~ tracking device, such  
16 that the tracking information is communicated to the ~~second~~ tracking device based  
17 upon the designation.

18  
19          **6. (currently amended)**     A system as recited in claim 1, wherein  
20 the tracking information identifies the ~~first~~ server device as a provider of the data.

21  
22          **7. (original)**     A system as recited in claim 1, wherein the tracking  
23 information identifies the destination device.  
24  
25

1           **8. (original)**   A system as recited in claim 1, wherein a destination  
2 device identifier is included as part of the tracking information when the data is  
3 provided to the destination device.

4  
5           **9. (original)**   A system as recited in claim 1, wherein the tracking  
6 information identifies the data.

7  
8           **10. (original)**   A system as recited in claim 1, wherein the tracking  
9 information is a uniform resource locator.

10  
11           **11. (currently amended)**   A system as recited in claim 1, wherein  
12 the tracking information is included as part of a uniform resource locator that  
13 designates the ~~second~~ tracking device, identifies the ~~first~~ server device as a  
14 provider of the data, identifies the destination device, and identifies the data.

1           **12. (currently amended)**       A system as recited in claim 1, wherein:  
2           the ~~second~~ tracking device is further configured to receive a request for  
3 additional data from the destination device, the request including request-tracking  
4 information;  
5           the ~~database~~ tracking device is further configured to maintain the request-  
6 tracking information and associate the request-tracking information with the  
7 destination device; and  
8           the ~~first~~ server device is further configured to receive the request for the  
9 additional data from the ~~second~~ tracking device, and provide the additional data to  
10 the destination device.

11  
12           **13. (original)**       A computing device comprising the system as recited  
13 in claim 1.

14  
15           **14. (currently amended)**       A system, comprising:  
16           a ~~first~~ tracking device configured to receive a request for data from a  
17 requesting device and redirect the request for the data to a data provider, the  
18 request including tracking information relating to the request for the data;  
19           a database configured to maintain the tracking information and associate  
20 the tracking information with the requesting device; and  
21           a ~~second~~ server device configured to receive the redirected request for the  
22 data from the ~~first~~ tracking device, and provide the data to the requesting device.

1           **15. (currently amended)**     A system as recited in claim 14, wherein  
2 the request further includes a data provider designation that designates the ~~second~~  
3 server device.

4  
5           **16. (currently amended)**     A system as recited in claim 14, wherein  
6 the ~~first and second devices are the same~~ server device includes the tracking  
7 device.

8  
9           **17. (original)**     A system as recited in claim 14, wherein the database  
10 is further configured to associate the tracking information with a user of the  
11 requesting device.

12  
13           **18. (currently amended)**     A system as recited in claim 14, wherein  
14 the request designates the ~~second~~ server device as a provider of the data, and  
15 wherein the tracking information includes a designation of the ~~first~~ tracking  
16 device, such that the request is first communicated to the ~~first~~ tracking device  
17 based upon the designation.

18  
19           **19. (currently amended)**     A system as recited in claim 14, wherein  
20 the tracking information identifies the ~~second~~ server device as ~~a provider of the~~  
21 data provider.

22  
23           **20. (original)**     A system as recited in claim 14, wherein the tracking  
24 information identifies the requesting device as a destination of the data.  
25

1  
2       **21. (original)**   A system as recited in claim 14, wherein the tracking  
3 information identifies the data.

4  
5       **22. (original)**   A system as recited in claim 14, wherein the tracking  
6 information is a uniform resource locator.

7  
8       **23. (currently amended)**   A system as recited in claim 14, wherein  
9 the tracking information is included as part of a uniform resource locator that  
10 designates the ~~first~~ tracking device to first receive the request for data, identifies  
11 the ~~second~~ server device as a ~~provider~~ of the data provider, identifies the  
12 requesting device as a destination of the data, and identifies the data.

13  
14       **24. (original)**   A system as recited in claim 14, wherein the request  
15 for data is generated from a selectable data link within rendered content at the  
16 requesting device, and wherein the tracking information identifies the selectable  
17 data link and the rendered content that includes the selectable data link.

18  
19       **25. (original)**   A system as recited in claim 14, wherein the request  
20 for data is generated from a selectable data link within rendered content at the  
21 requesting device, and wherein the tracking information identifies the selectable  
22 data link and a location of the selectable data link within the rendered content.  
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1           **26. (original)**   A system as recited in claim 14, wherein the request  
2 for data is generated from a selectable data link within rendered content at the  
3 requesting device, and wherein the tracking information identifies the selectable  
4 data link, the rendered content that includes the selectable data link, and a location  
5 of the selectable data link within the rendered content.

6  
7           **27. (currently amended)**   A system as recited in claim 14, wherein:  
8 the request for data is generated from a selectable data link within rendered  
9 content at the requesting device; and

10 the tracking information is included as part of a uniform resource locator  
11 that designates the ~~first~~ tracking device to first receive the request for data, and  
12 further identifies the data, the ~~second~~ server device as ~~a provider of the data~~  
13 provider, the requesting device as a destination of the data, the selectable data link,  
14 the rendered content that includes the selectable data link, and a location of the  
15 selectable data link within the rendered content.

16  
17           **28. (original)**   A computing device comprising the system as recited  
18 in claim 14.

1           **29. (original)**   A system, comprising:

2           a tracking component configured to receive a request for content from a  
3 requesting device, the request for content including request-tracking information  
4 relating to the request for content;

5           a content provider configured to receive the request for content from the  
6 tracking component, and provide the content to the requesting device, the content  
7 including content-tracking information relating to providing the content;

8           the tracking component further configured to:

9                 receive the content-tracking information from the requesting device  
10                when the content is provided to the requesting device;

11               maintain the request-tracking information and the content-tracking  
12               information; and

13               associate the request-tracking information and the content-tracking  
14               information with the requesting device.

15  
16           **30. (currently amended)**   A system as recited in claim 29, wherein  
17 the content provider includes the tracking component ~~and the content provider are~~  
18 ~~the same device.~~

19  
20           **31. (original)**   A system as recited in claim 29, wherein the tracking  
21 component is further configured to associate the request-tracking information and  
22 the content-tracking information with a user of the requesting device.  
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1           **32. (original)**   A system as recited in claim 29, wherein the tracking  
2 component receives the content-tracking information from the requesting device  
3 after the content is rendered at the requesting device.

4  
5           **33. (original)**   A system as recited in claim 29, wherein a requesting  
6 device identifier is included as part of the content-tracking information when the  
7 content is provided to the requesting device.

8  
9           **34. (original)**   A system as recited in claim 29, wherein the content-  
10 tracking information is included as part of a uniform resource locator that  
11 designates the tracking component, identifies the content provider, identifies the  
12 requesting device, and identifies the content.

13  
14           **35. (original)**   A system as recited in claim 29, wherein the request  
15 designates the content provider as a provider of the content, and wherein the  
16 request-tracking information includes a designation of the tracking component,  
17 such that the request is first communicated to the tracking component based upon  
18 the designation.

19  
20           **36. (original)**   A system as recited in claim 29, wherein the request-  
21 tracking information is included as part of a uniform resource locator that  
22 designates the tracking component to first receive the request for content,  
23 identifies the content provider, identifies the requesting device, and identifies the  
24 content.  
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1  
2       **37. (original)**   A system as recited in claim 29, wherein the request  
3 for content is generated from a selectable data link within rendered content at the  
4 requesting device, and wherein the request-tracking information identifies the  
5 selectable data link and the rendered content that includes the selectable data link.  
6

7       **38. (original)**   A system as recited in claim 29, wherein the request  
8 for content is generated from a selectable data link within rendered content at the  
9 requesting device, and wherein the request-tracking information identifies the  
10 selectable data link and a location of the selectable data link within the rendered  
11 content.  
12

13       **39. (original)**   A system as recited in claim 29, wherein the request  
14 for content is generated from a selectable data link within rendered content at the  
15 requesting device, and wherein the request-tracking information identifies the  
16 selectable data link, the rendered content that includes the selectable data link, and  
17 a location of the selectable data link within the rendered content.  
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1           **40. (original)**   A system as recited in claim 29, wherein:

2           the request for content is generated from a selectable data link within  
3 rendered content at the requesting device; and

4           the request-tracking information is included as part of a uniform resource  
5 locator that designates the tracking component to first receive the request for  
6 content, and further identifies the content, the content provider, the requesting  
7 device, the selectable data link, the rendered content that includes the selectable  
8 data link, and a location of the selectable data link within the rendered content.

9  
10           **41. (original)**   A computing device comprising the system as recited  
11 in claim 29.

1       **42. (original)**   A computing device, comprising:

2       an application component configured to:

3               receive a request for content, the request including request-tracking  
4       information;

5               communicate the request for content to a content provider that  
6       provides the content to a destination device, the content including content-  
7       tracking information;

8               receive the content-tracking information from the destination device  
9       when the content is provided to the destination device; and

10       a database configured to maintain the request-tracking information and the  
11       content-tracking information, and further configured to associate the request-  
12       tracking information and the content-tracking information with the destination  
13       device.

14  
15       **43. (original)**   A computing device as recited in claim 42, wherein the  
16       database is further configured to associate the request-tracking information and the  
17       content-tracking information with a user of the destination device.

18  
19       **44. (original)**   A computing device as recited in claim 42, wherein the  
20       application component receives the content-tracking information from the  
21       destination device after the content is rendered at the destination device.

1           **45. (original)**   A computing device as recited in claim 42, wherein a  
2 destination device identifier is included as part of the content-tracking information  
3 when the content is provided to the destination device.

4  
5           **46. (original)**   A computing device as recited in claim 42, wherein the  
6 content-tracking information is a uniform resource locator.

7  
8           **47. (original)**   A computing device as recited in claim 42, wherein the  
9 content-tracking information is included as part of a uniform resource locator that  
10 designates the computing device, identifies the content provider, identifies the  
11 destination device, and identifies the content.

12  
13           **48. (original)**   A computing device as recited in claim 42, wherein the  
14 request designates the content provider as a provider of the content, and wherein  
15 the request-tracking information includes a designation of the computing device,  
16 such that the request is first communicated to the computing device based upon  
17 the designation.

18  
19           **49. (original)**   A computing device as recited in claim 42, wherein the  
20 request-tracking information is a uniform resource locator.

1           **50. (original)**     A computing device as recited in claim 42, wherein the  
2 request-tracking information is included as part of a uniform resource locator that  
3 designates the computing device to first receive the request for content, and  
4 identifies the content provider, the destination device, and the content.

5  
6           **51. (currently amended)**     A computing device as recited in  
7 claim 42, wherein the request for content is generated from a selectable ~~connection~~  
8 control within a Web page at the destination device, and wherein the  
9 request-tracking information identifies the selectable ~~connection~~ control and the  
10 Web page that includes the selectable ~~connection~~ control.

11  
12           **52. (currently amended)**     A computing device as recited in  
13 claim 42, wherein the request for content is generated from a selectable ~~connection~~  
14 control within a Web page at the destination device, and wherein the  
15 request-tracking information identifies the selectable ~~connection~~ control, the Web  
16 page that includes the selectable ~~connection~~ control, and a location of the  
17 selectable ~~connection~~ control within the Web page.

18  
19           **53. (currently amended)**     A computing device as recited in  
20 claim 42, wherein the request for content is generated from a selectable ~~connection~~  
21 control within a user interface of an application component at the destination  
22 device, and wherein the request-tracking information identifies the selectable  
23 ~~connection~~ control and the application component that includes the selectable  
24 ~~connection~~ control.

1  
2       **54. (currently amended)**     A computing device as recited in  
3 claim 42, wherein the request for content is generated from a selectable ~~connection~~  
4 control within a user interface of an application component at the destination  
5 device, and wherein the request-tracking information identifies the selectable  
6 ~~connection~~ control, the application component that includes the selectable  
7 ~~connection~~ control, and a location of the selectable ~~connection~~ control within the  
8 user interface.

9  
10       **55. (currently amended)**     A method, comprising:  
11       receiving a request for content from a destination device, the request  
12 including request-tracking information relating to the request for content;  
13       ~~communicating~~ redirecting the request for content to a content provider that  
14 provides the content to a destination device, the content including content-tracking  
15 information relating to providing the content;  
16       receiving the content-tracking information from the destination device; and  
17       storing the request-tracking information and the content-tracking  
18 information.

19  
20       **56. (original)**     A method as recited in claim 55, further comprising  
21 associating the request-tracking information and the content-tracking information  
22 with the destination device.  
23  
24  
25

1           **57. (original)**   A method as recited in claim 55, further comprising  
2 associating the request-tracking information and the content-tracking information  
3 with a user of the destination device.

4  
5           **58. (original)**   A method as recited in claim 55, wherein the  
6 content-tracking information is received after the content has been provided to the  
7 destination device.

8  
9           **59. (original)**   A method as recited in claim 55, wherein the  
10 content-tracking information is received after the content has been rendered at the  
11 destination device.

12  
13           **60. (original)**   A method as recited in claim 55, wherein said storing  
14 comprises storing a content provider identifier that identifies the content provider,  
15 a destination device identifier that identifies the destination device, and a content  
16 identifier that identifies the content.

17  
18           **61. (original)**   A method as recited in claim 55, wherein said storing  
19 comprises storing a content provider identifier that identifies the content provider,  
20 a destination device identifier that identifies the destination device, a content  
21 identifier that identifies the content, and a user identifier that identifies a user of  
22 the destination device.



1           **62. (currently amended)**       A method as recited in claim 55, further  
2 comprising determining from the request-tracking information, a selectable  
3 ~~connection~~ control identifier that identifies a selectable ~~connection~~ control and a  
4 rendered content identifier that identifies rendered content, wherein the request for  
5 content is generated from the selectable ~~connection~~ control within the rendered  
6 content at the destination device.

7  
8           **63. (currently amended)**       A method as recited in claim 55, further  
9 comprising determining from the request-tracking information, a selectable  
10 ~~connection~~ control identifier that identifies a selectable ~~connection~~ control, a  
11 rendered content identifier that identifies rendered content, and a location  
12 identifier that identifies a location, wherein the request for content is generated  
13 from the selectable ~~connection~~ control at the identified location within the  
14 rendered content at the destination device.

15  
16           **64. (original)**       A method as recited in claim 55, further comprising  
17 determining from the request-tracking information, a data link identifier that  
18 identifies a data link, a Web page identifier that identifies a Web page, and a  
19 location identifier that identifies a location, wherein the request for content is  
20 generated from the data link at the identified location within the Web page at the  
21 destination device.  
22  
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1           **65. (currently amended)**       A method as recited in claim 55, further  
2 comprising determining from the request-tracking information, a selectable  
3 ~~connection control~~ control identifier that identifies a selectable ~~connection control~~, an  
4 application component identifier that identifies an application component, and a  
5 location identifier that identifies a location, wherein the request for content is  
6 generated from the selectable ~~connection control~~ control at the identified location within a  
7 user interface for the application component at the destination device.

8  
9           **66. (original)**       One or more computer-readable media comprising  
10 computer-executable instructions that, when executed, direct a computing system  
11 to perform the method of claim 55.  
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1           **67. (currently amended)**       One or more computer-readable media  
2 comprising computer-executable instructions that, when executed, direct a  
3 computing system to perform a method comprising:

4           receiving a request for data from a requesting device, the request including  
5 request-tracking information;

6           storing the request-tracking information to associate the request-tracking  
7 information with the requesting device;

8           redirecting the request for the data to a data provider;

9           providing the data to a destination the requesting device, the data including  
10 content-tracking information;

11           receiving the content-tracking information from the ~~destination~~ requesting  
12 device when the data is rendered at the ~~destination~~ requesting device; and

13           storing the content-tracking information; ~~and associating~~ to associate the  
14 content-tracking information with the ~~destination~~ requesting device.

15  
16           **68. (currently amended)**       One or more computer-readable media as  
17 recited in claim 67, the method further comprising associating the content-tracking  
18 information with a user of the ~~destination~~ requesting device.

19  
20           **69. (currently amended)**       One or more computer-readable media as  
21 recited in claim 67, wherein the content-tracking information is included as part of  
22 a uniform resource locator that identifies a the data provider said providing the  
23 data, ~~the destination device, and the data~~ to the requesting device.

1           **70. (currently amended)**       One or more computer-readable media as  
2 recited in claim 67, wherein said storing comprises storing a data provider  
3 identifier that identifies a the data provider said providing the data, a ~~destination~~  
4 requesting device identifier that identifies the ~~destination~~ requesting device, and a  
5 data identifier that identifies the data.

6  
7           **71. (currently amended)**       One or more computer-readable media as  
8 recited in claim 67, the method further comprising:

9           receiving a request for additional data from the ~~destination~~ requesting  
10 device, the request including additional request-tracking information;

11           storing the additional request-tracking information;

12           associating the additional request-tracking information with the ~~destination~~  
13 requesting device.

14  
15           **72. (canceled)**

16  
17           **73. (currently amended)**       One or more computer-readable media as  
18 recited in claim ~~72~~ 67, the method further comprising associating the  
19 request-tracking information with a user of the requesting device.

20  
21           **74. (currently amended)**       One or more computer-readable media as  
22 recited in claim ~~72~~ 67, wherein the request-tracking information is included as part  
23 of a uniform resource locator that identifies the data provider, the requesting  
24 device, and the data.

1  
2       **75. (currently amended)**       A method as recited in claim ~~72~~ 67,  
3 wherein said storing comprises storing a data provider identifier that identifies the  
4 data provider, a requesting device identifier that identifies the requesting device,  
5 and a data identifier that identifies the data.

6  
7       **76. (currently amended)**       One or more computer-readable media as  
8 recited in claim ~~72~~ 67, the method further comprising determining from the  
9 request-tracking information, a selectable connection identifier for a selectable  
10 connection, a rendered content identifier for rendered content, and a location  
11 identifier for a location, wherein the request for the data is generated from the  
12 selectable connection at the identified location within the rendered content at the  
13 requesting device.

14  
15       **77. (currently amended)**       One or more computer-readable media as  
16 recited in claim ~~72~~ 67, the method further comprising determining from the  
17 request-tracking information, a data link identifier for a data link, a Web page  
18 identifier for a Web page, and a location identifier for a location, wherein the  
19 request for the data is generated from the data link at the identified location within  
20 the Web page at the requesting device.

1           **78. (currently amended)**       One or more computer-readable media as  
2 recited in claim ~~72~~ 67, the method further comprising determining from the  
3 request-tracking information, a selectable connection identifier for a selectable  
4 connection, an application component identifier for an application component, and  
5 a location identifier for a location wherein the request for the data is generated  
6 from the selectable connection at the identified location within a user interface for  
7 the application component at the requesting device.

8  
9 **Please add new 79-81 claims as follows:**

10  
11           **79. (new)** A system as recited in claim 14, wherein the tracking device  
12 is further configured to redirect the request for the data to the server device before  
13 recording the tracking information in an event that the request for the data would  
14 be delayed for tracking device processing.

15  
16           **80. (new)** A system as recited in claim 29, wherein the tracking  
17 component is further configured to receive the request for the content from the  
18 requesting device and redirect the request to the content provider.

19  
20           **81. (new)** A computing device as recited in claim 42, wherein the  
21 application component is further configured to receive the request for the content  
22 from the destination device and redirect the request to the content provider.  
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24  
25